

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

<u>Contract / Revision</u> 485295 /		<u>Alt Order #</u> 06229739
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 10/30/12 - 11/05/12		<u>Estimate #</u> 780
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 14	KVVU	11/01/12	11/01/12	TMZ	730-8p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	TMZ	730-8p	----Th----	:30		\$675.00	NM		
	See MG 15.2, 15.3											
E 15	KVVU	11/02/12	11/02/12	TMZ	730-8p		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1--				1	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	TMZ	730-8p	-----F----	:30		\$675.00	NM		
	See MG 15.2, 15.3											
	2	KVVU	11/05/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----	:30		\$700.00	NM		
	Ⓜ MG for 14.1, 15.1											
	3	KVVU	11/05/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	M-----	:30		\$650.00	NM		
	Ⓜ MG for 14.1, 15.1											
N 21	KVVU	11/05/12	11/05/12	Fox 5 News at 5	5-530p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$550.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	11/05/12-11/11/12	Fox 5 News at 5	5-530p	M-----	:30		\$550.00	NM		
	See MG 21.2											
	2	KVVU	11/05/12-11/05/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	M-----	:30		\$550.00	NM		
	Ⓜ MG for 21.1 11/05											
Totals											51	\$38,905.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	51	\$38,905.00	\$33,069.25
Totals	51	\$38,905.00	\$33,069.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
485295 /	06229739

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/05/12	CROSSROADS GPS	780

<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS/Cross Roads GPS	11/02/12 / 11/02/12

Signature: _____ Date: _____

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REP HEADLINE# 6229739 TRF# 485295
\$\$\$ MOD# 2 : UNAPPROVED REV #2 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 18.08
*** KVVU-TV ***

ADV # _____ ADV. NAME ISS/CROSSROADS GPS REP. # _____ OFF. # 762 SALESMAN # _____
AGY # _____ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
SALES PRSN PH- TERESA DIFURIA

ORDER # _____ CONTRACT # 6229739 CLASS: NATL. LOCAL REGIONAL

PRDCT CROSSROADS GPS EST#780 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV2/12 18.08

REP: OK'D M4
SEE LINE 83
TOTAL SAME
PLS CNF THANKS
NIKKI

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
CROSSROADS GPS : 30

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 780

21	S		500P-530P	30		\$550.00	11/5	11/5	0		MON	0
PROGRAM : AVG. ALL WKS<												
83	A		530P-600P	30		\$550.00	11/5	11/5	1		MON	1
PROGRAM : AVG. ALL WKS<												

ORD COM1: SPOT N/A. SEE MG OFFER. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR NOV5 ON LINE-21 FOR 1 SPOT/WK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

STATION MAKEGOOD OFFERS:

M4 OK'D BUY#21

MISSED:MON/500P-530P

OFFER:MON/530P-600P

CMT:SPOT N/A. SEE MG OFFER. PRE-BOOKED PLS APPROVE.

NOV5

30S

\$550.00

(NOV2/12)

NOV5

30S

\$550.00

PLS ADVISE.

NOV/12

38905.00

CONTRACT TOTAL

38905.00

TOTAL SPOTS

51

MARKET TOTALS \$228,852

KVVU 17%

KSNV 23%

KLAS 39%

KTNV 15%

KVMY 1%

KVCW 2%

CABL 0%

KTUD 3%

SVC- NSI

DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE